

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

Vol. XIX, No. 10

October, 1939

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SUBSCRIPTION PRICE: ONE YEAR, \$3.00
TWO YEARS, \$5.00. PER COPY, 35c

Entered as Second Class Matter at the Post Office
at Pontiac, Illinois, under the act of March 3, 1879.
Copyright, 1939, Prudence W. Allured.

PUBLISHED MONTHLY ON THE 15TH BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

Publishers of

THE MANUFACTURING CONFECTIONER • CANDY PACKAGING • THE CONFECTIONERY BUYERS DIRECTORY

Publication Office: Pontiac, Illinois

Executive Office
400 West Madison St. (Daily News Bldg.)
Chicago, Illinois. Telephone Franklin 6369



Eastern Office
71 West 23rd St., New York City, N. Y.
Telephone . . . Gramercy 5-5958

for October, 1939

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Company

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City

State

By

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THE MANUFACTURING CONFECTIONER



HANDLING RAW MATERIALS EFFICIENTLY AND PROFITABLY

By **A. T. EYMAN**
Industrial Engineer

FINDING means to increase profits today is the main problem facing every manufacturer. There are several ways in which this can be done. In an established field of business such as we have in the Confectionery Industry, manufacturers have been trying ways that are practically impossible because of competition; that is, by increasing selling prices or by increasing volume. Other ways that might easily yield better returns lie in the field of Science, and more particularly, in the science of Analysis, which is the determination of the nature of the problem through a check-up of our manufacturing methods in order to discover ways of lowering production costs.

Reduction of production costs may be attacked from three different angles—Labor, Materials, and Operating Expenses. Let's take a look at the problem from the angle of Materials.

Many a plant that spends considerably more for Materials than for Wages has a big, expensive set-up for the control of labor, costs, etc., but very little or none at all for the elimination of waste of materials. The

same attention to conservation of materials might easily yield larger returns and the gains thus made would be welcome additions on the profit side of the balance sheet.

An overstocked condition is the basic cause for more business failures and unsuccessful manufacturing enterprises than any other single factor. It results in increased investment, needless tying up of capital, increased insurance cost, excessive floor space for storage, deterioration and possibly, losses due to price reductions on the materials. Conversely, shortages lead to production losses from idle machines, and idle labor. We must realize that profit often hinges on our understanding of the difference between merely keeping stock records and actually practicing stock control.

Can you answer the following questions on the basis of your knowledge of the Industry and your own company's place in that industry?

1. What turn-over is the confectionery manufacturing industry obtaining at the present time?
2. What does it cost you to carry your present inventory?



3. Do you know that your present turn-over can be tripled, and how?

4. Do you know that a big source of loss is in the various materials you buy from your supply sources?

5. Do you purchase your raw materials according to your pre-determined production schedule?

6. Is your stores department issuing material in accordance with the stores requisition as to the stated quantity?

7. Do you know that your production department heads are spending 25% of their time in the capacity of sub-station store keepers?

8. Do you know that by practice you can build up a larger dollar value work-in-process inventory?

9. Do you know that an unbalanced inventory and material used out of alignment show up in the cost of your product and detract greatly from your profits?

10. Do you know when additional materials are required to complete an order after the proper material requirements have been met?

11. Do you know when to substitute one kind of raw material for another?

12. Do you know how many dollars are involved in the so-called small bits of materials thrown away or taken home by your employees?

Your own answers to these questions will indicate whether or not you are practicing stock control. Many more could be asked along the same lines. However, we will attempt, instead, to find a means for you to practice stock control by presenting an analysis of a confectionery manufacturer's opportunities for controlling inventories.

Our investigation was just recently completed. It will be our objective in this discussion to bring out the inefficiencies in the inventory control and store-keeping, and to make recommendations designed to improve these conditions.

Purchasing Executive Controls Inventory

Responsibility for the control of inventory rested with the plant executive. The storekeeper reported directly to the plant superintendent. We recommended that the storekeeper's superior executive be the purchasing agent and here's why. It is always to the best interests of the organization to have the storekeeper report to the purchasing agent since by far the most plant managers and production executives have but one outstanding thought in mind, namely, the production of finished goods, and their idea of stock control is to have adequate



quantities of materials on hand all the time in order to keep going. So, if the production executive exercises control over the store-keeper, he will usually dictate the policy as to purchases which govern your investment in inventory. With the storekeeper reporting to the purchasing agent, an entirely different policy of purchasing is pursued. The purchasing agent is interested in keeping inventories down and will bring that attitude to bear on the storekeeper. At the same time, the purchasing executive is also under pressure from the production executive to maintain a stock of materials so adequate that a shortage of any item is an exceptional event. It

is an accepted fact that an adequate stock of materials and supplies must be on hand. Ordering under this system will be based on the predetermined production schedule, purchasing requisitions will originate with the storekeeper, and material specifications will be given on the bill of materials, which show the quantity of every item of material needed in production.

Thus, the storekeeper's frequent handling of raw materials and supplies kept regularly in the storeroom, along with the stock records which were designed to provide for certain descriptive information that is subject to frequent change, in addition to the space for recording the current transactions—these provide the means for accurately establishing the reordering point.

Handling of in-shipments was about as follows: Regardless of the point at which delivery of raw materials or supplies was made, a receiving report was made out. For example, a carload of sugar, in one case, was inspected, unloaded, checked and receiving tally made under supervision of the production department executive. The receiving tally was then forwarded to the storeroom from which a receiving report was prepared. The placing of the physical handling of the sugar in the production department was due to the fact that it requires specific training which the stores department employees did not have. Under the circumstances, we considered the described manner of handling as sound and practical.

Weighing or Counting In Most Important

Further investigation disclosed that the materials and supplies received were not actually being counted or weighed in. The receiving clerk was listing the quantities as stated on the purchase order. The company had no way of knowing whether it was getting what it was paying for. This practice was stopped immediately and a system of physical check-up installed. Further, we found that the receiving clerk was not limiting the individual receiving reports to items received from the individual supply firms, but was checking-in all supplies on the same sheet. The voucher clerk, who matched the supply firm's invoices against the receiving reports for payment, was forced to keep on hand a supply of blank receiving report forms in order to break down the one-sheet receiving report made up by the receiving clerk. The proper procedure to assure accurate records for quick reference was instituted.

The purchasing department handles adjustment of all questions about maintenance of specifications, etc.

Reporting of rejected goods in our case under investigation was such that the stores department was without a record of the inspector's report to the purchasing department. The rejected goods were not being assembled in a central location to await instructions from the purchasing department as to disposition. We speeded up the handling of these matters by designing and instituting a rejected goods report and a purchasing department shipping order. These forms were also applicable to material rejected after passing the original inspection and were issued to the production department.

Goods waiting to be checked-in were assembled in such a way that it was impossible to move other materials in and out of the stores department without liability of damages. Cartons, kegs, barrels, and bags, were stacked up in a zig-zag manner—in some cases so high that a serious safety hazard was presented. Open containers were stored in such a manner as to cause delay in handling and availability to any one who would take the trouble to help himself. On this basis, housekeeping rated very poor. It was obvious that the stock clerks

were not trained in methods of good store keeping. Finding space for incoming goods was apparently a problem that was left to the individual clerk, and the stock room looked it.

Re-organizing Store Room

Inspection revealed that the storeroom was large enough for the plant's requirements. Layout and methods of storage were revised. Much thought was devoted to planning the new store room technique. Experience of the storekeeper was invaluable in determining most important materials, frequency of use, etc. Special care was given to the type of materials to be stored, difficulties of handling, frequency of use, measurement, etc. Tote boxes were designed and a special crew organized to have complete charge of dipping into, and handling, the stored materials as well as storing them away when they came in. It was surprising to all concerned how fast the changeover took place and improvements in handling and additional space for storage were provided by this planned program. Materials and supplies were put in convenient places in the factory, additional storage space was provided and a great deal of time was saved. Today the members of the stores department can point with pride to their accuracy and efficiency in handling materials, and neatness earmarks the entire department.

Materials were not being issued in accordance with the quantities called for by the stores requisitions. Requisitions were not signed by a department head; shop men were permitted to enter the store-room; in some cases, materials were issued without store requisitions, on account of emergencies; and under this system the "last in—first out" plan was completely disregarded. It was an every-day occurrence to have the stores clerk report certain items "out of stock." We discovered carelessness on the part of the stores clerk was due to lack of interest in his job, because of the lack of control. In some cases, ignorance of the values of materials were found to exist in all departments.

This condition was corrected, not by discipline, but through the stock clerk's natural pride, which was by far the most effective and practical method, and required the least expenditure of time and money. An example of the effectiveness of the above method may be cited. After a careful study, the method of issuing requisitions was changed. Material now moved into the production department twice a day, a list of persons authorized to sign requisitions is posted in the store room, issuing counters have been built in the store room, materials are moved by a storeroom crew and materials are issued only in quantities as called for by the stores requisition. Group requisitions are issued. Materials are moved on skids and tote boxes. Small storage battery operated trucks with and without lifts are used for the heavier materials and for longer hauls. The "last in—first out" plan is working. The stores department is operating efficiently. Materials are available when needed and the amount of money tied up in inventories is kept at a minimum.

Issue of Stored Materials Now Regulated

Responsibilities are fixed. A certain portion of the storage space in the storeroom is enclosed to safeguard the stock items most likely to be pilfered. The amount of a given material required in a certain department at a certain time is figured out in advance by the production department from the production schedule, and a copy of this estimate is in the hands of the stores head. Esti-

mate of consumption requirements have placed the issuance of required amounts on a sound basis. No shop employee is permitted in the storeroom. The store room is not a loading place.

The storeroom crew delivers the materials requisitioned in advance of the time needed. Production is never held up by a shortage of materials. The materials are being



delivered more cheaply than by having the shopmen come away from their jobs to call for them. With better facilities for moving and through the fact that an experienced crew is now handling the stuff, losses from spillage, dropping, etc. are materially reduced.

The production department heads have been relieved of the responsibilities of being sub-station storekeepers and are now devoting their entire time to supervising production activities. Changes in production schedules call into use the Returned Material to Stores form, to account for the substitution of one kind of material for another and accounts, also, for the issuance of an additional production material requisition when additional materials are required to complete an order after proper material requirements have been met, which discloses inefficiencies in operation. Materials and supplies are issued to the shop in exchange for stores requisitions and in accordance with what they call for and not left up to the judgment and convenience of the stock clerks. Filled requisitions are forwarded three times each day to the stock record clerk for posting and pricing, after which they are forwarded to the cost department where accurate charges to work in process inventory account are then made.

Every employee engaged in any activity pertaining to the handling of materials and supplies is required to become acquainted with the classification of stock items, which makes certain that the description, item number and quantity are accurately stated, providing the highest efficiency in handling and accounting for materials and supplies.

We redeemed this confectionery manufacturer from hunches and guesswork, and placed the factory on a firm basis of realities and factual control of inventories. Continued successful operation along these lines will of course, depend upon the personnel.

Several theories and highly involved formulas used in manufacturing this confectioner's particular products have been left out of this discussion. The principles, methods and advantages portrayed are found today in plants with which the author has direct and intimate contact as an Industrial Engineer. It is hoped that the conclusions and suggestions which have been submitted may prove helpful in increasing your operating efficiency, thereby adding to your profit account.

A thought: It is becoming increasingly difficult to produce merchandise at prices which people can afford to pay. Expenses of every kind must be watched more than ever.



COCOA POWDER

Quality Depends on Important Processes

Eighth of the Analytical Studies of Candy Raw Materials

By K. E. LANGWILL

REGARDLESS of whether the final product to be manufactured from the cacao bean is chocolate liquor or cocoa powder, great care must be exercised in the selection of the beans. If the beans have been fermented properly, the color range is from a cinnamon-red to brown in contrast to the deep violet or purple of the unfermented beans. Gray or slate colored beans indicate imperfect fermentation and are deficient in flavor. Molds and grubs lead to deterioration of the cacao bean and both thrive in dark, humid storage places. This infection frequently occurs in the country where the beans are grown, hence rigid inspection of the beans purchased by the chocolate manufacturer is necessary.

During the fermentation process to which beans and pulp are subjected, there is a considerable rise in temperature due to chemical changes. Sugars of the pulp are converted into alcohol and eventually into acetic acid by the action of specific yeasts and bacteria. The temperatures attained are sufficient to kill the germ but do not prevent enzyme activity within the bean. Here, too, some of the starch is converted into sugar with further fermentation to alcohol and acetic acid. These liquids are allowed to drain off so that a decrease in moisture content of the beans occurs during this process. There is also loss of astringency and change in color due to the action of the enzymes on the tannins present. The beans are generally washed and dried after fermentation and are then ready for shipment to other ports. All these changes quite definitely contribute to the formation of substances which on roasting give a finer flavor to the finished cocoa powder.

Beans which finally reach the manufacturer are often contaminated with trash such as nails, pebbles, dust and twigs. These should be removed before roasting since serious damage to the metal parts of the machinery can be caused by their presence. Inasmuch as cocoa beans vary considerably in size and different varieties of beans require various time and temperatures of roasting, the beans are sorted according to size and each variety should be roasted separately.

Roasting and Nibbing

Roasting and nibbing are the final steps in the development of flavor and aroma within the bean. They serve other purposes as well. Moisture is removed so that the shell breaks and is more easily removed from the bean. Starch may be slightly dextrinized which accounts for the increase in water soluble material after roasting. Volatile acids are lost with an accompanying decrease

in astringency of the beans. One of the minor changes which takes place but one which is highly desirable is sterilization since the temperatures reached during roasting are much higher than that required to kill living organisms. The temperature and length of time required for roasting is dependent on many factors. If the beans are to be used in the manufacture of chocolate liquor, a low roast is favored while if they are to be employed for cocoa manufacture, a high roast is recommended. Thin-shelled beans require less time than thick ones and the better quality beans require a shorter roasting period than those of poorer quality. Once roasted the beans should be cooled as rapidly as possible to prevent an over-roast effect due to self-contained heat.

The beans are now ready to lose their shell. This is effected by cracking the beans, sieving and winnowing. The quality of the cocoa is dependent upon the thoroughness with which this is accomplished for it is the nibs of the cacao beans only which should be used for cocoa powder. The shells do not undergo the same disintegration in the grinding process that the nibs do and consequently a small proportion of shell, if left with the nib, will result in a product not only gritty to the taste but it will leave a decided sediment in the cup.

It is at this point that the blending of the various kinds of cacao beans is made. There is no scientific basis for this, but it is a highly developed art. Perhaps the two basic cacaos may be said to be Bahia and Accra. Combined with these will be found the more aromatic cacaos such as the Puerto Cabello, Trinidad, Ceylon or Arriba. A darker colored product may be obtained by a substantial addition of Caracas nibs to the blend as well as by treatment of the nibs or beans with alkali.

This treatment with alkali is called "Dutching" and may be carried out before or during the roasting or by treatment of the liquor itself. The salts or minerals generally employed are potassium or sodium hydrates or carbonates and ammonium or magnesium carbonate, singly or in combination of two or more. Cacaos which have been so treated are sometimes referred to as soluble cacaos but this is definitely a mis-nomer. They do appear to be more soluble since they hold up better in the cup and there is less sediment deposited owing to the colloidal behavior of the small amounts of soluble salts formed by the action of the alkali on the proteins and other organic bodies as well as on the cocoa butter. These cacaos do possess a deeper and richer color and, according to some authorities, a better flavor. There is also an apparent gain in strength and richness as well as a reduction in harshness.

Grinding

The cacao nibs are subjected to grinding before having the excess cocoa butter removed from the cacao mass. This process ruptures the cells, frees the fat and reduces considerably the size of the cocoa powder particles. By means of carefully regulated hydraulic presses the correct amount of fat is removed. If the finished product is to be sold as "breakfast" cocoa, at least 22% of cocoa butter must remain in the press cake to be in compliance with the original reference standards of the Food and Drug Administration. Some of the newer press models are so efficient that as little as 10% of fat may remain in the cake. It depends upon the use to which the cocoa powder is to be put as to how much fat should remain in it.

The hard press cake is next broken up in a mill and this coarse powder is then subjected to a carefully regulated grinding to produce the required degree of fineness, after which it is sifted. The dry cocoa powder is very hygroscopic and in a damp atmosphere the particles may swell up sufficiently to fail to pass through the sieve and block up the pores. A similar condition will arise if the cocoa powder is too warm when it reaches the sifting machine. In this case it is probably the cocoa butter which causes the difficulty. Obviously, cool dry air will remedy both these conditions.

In general the cooler the cocoa when it is ground, the more permanent will be its color. The amount of cocoa butter also affects the color, the cocoa having the higher fat content tends to be darker and richer in appearance. The brightness of the powder also depends on the uniform minuteness of the particles. While color is influenced by the above conditions, it goes back even farther and is dependent also upon the variety of bean, its treatment (alkalized or not), amount of cacao-red in the bean as well as upon the temperature of roasting.

It will be seen from the following analysis of cocoa powders how easily alkalinized cocoas may be detected.

	No. 1	No. 2	N. 3	N. 4	N. 5
Moisture	5.28%	4.45%	5.62%	3.19%	6.44%
Fat	22.40	22.57	23.53	23.21	1.26
Water					
insoluble ..	60.06	61.14	60.48	65.55	71.85
Ash	7.74	7.44	4.55	4.55	6.29
Water soluble					
ash	6.32	5.81	1.68	1.46	2.35
Alkalinity of					
water soluble					
ash (cc. N/10					
HCl per gram					
sample) ...	5.96	5.56	1.18	1.00	1.98

For comparative purposes, only the first four samples will be considered. Numbers 1 and 2 are the treated cocoas. When comparing the ash percentage present in these samples to that found in No. 3 and No. 4, it is evident that approximately 3% of mineral matter in the form of alkaline salts had been added. This is also clearly indicated by the high percentage of water soluble ash as well as the high alkalinity of the water soluble ash.

An average formula for mixed alkali treatment where all three alkalis have been employed is as follows:

Potassium carbonate.....	2.75 lbs.
Sodium carbonate.....	2.75 lbs.
Ammonium carbonate.....	3.25 lbs.

This amount of salt is dissolved in water and sprayed on 400 pounds of cacao nibs. The sprayed nibs are reroasted and then ground and pressed in the usual manner. It will be noted that this process will not increase the ash value to a point as has been found in the samples which have been reported.

Water Insolubles

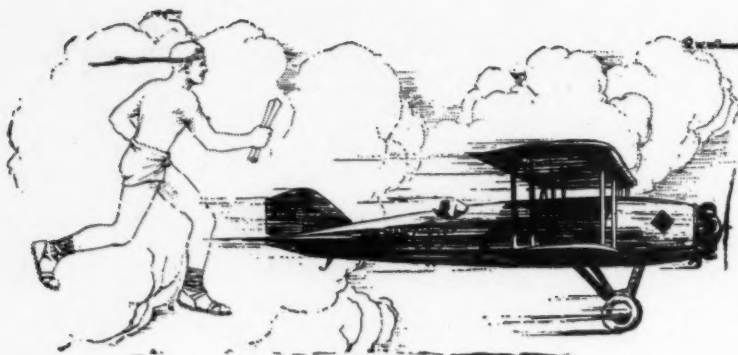
From the figures obtained for the cold water insoluble, we draw the conclusion that the alkali treated cocoas are slightly more soluble than the untreated samples. The high percentage of insoluble material found in sample No. 4 is out of the ordinary. Woodman* analyzed 44 samples of untreated cocoa and 8 samples of alkalinized cocoa for water soluble material. He found that the averages of these two groups of cocoas differed by only 0.41%; the alkali-treated cocoas containing only slightly more water soluble material than the untreated.

The water insoluble figure has been included in the analysis because it is a figure upon which we frequently base our calculation for the estimation of percentage of cocoa powder present in a confection. When we do this it is assumed that no other water insoluble material is present. This should hold true for chocolate fudge, caramels, toffees and the like. During the warm weather, summer coatings are frequently made up from cocoa powder and fats with a higher melting point than cocoa butter in order to prevent softening. A series of chemical constants determined on the fat extracted will serve to identify its origin and from the water insoluble determined on the defatted material, the percentage of cocoa powder may be calculated.

Sample No. 5 was included to show an analysis of a cocoa powder extremely low in cocoa butter which finds extensive use in confections where the presence of a fat is objectionable. In bottled milk chocolate drinks, it is a distinct advantage to have a low fat cocoa to work with. Here the pH of the finished product is of prime importance and can vary only within very small limits of 6.25 if it is to withstand the sterilization temperature reached under 15 pounds of steam pressure. If the mixture is much more on the acid side, the solution will curdle and the precipitate settle to the bottom of the bottle. If it is more alkaline, the drink will be a darker chocolate color and look as if it did not contain any milk solids at all. It must be remembered that even though the cocoa may have been treated with alkali during the "Dutching" process, the resulting product is still acid in reaction. If it were not acid, the color would vary from a gray to green which is most unappetizing. The starch naturally occurring in the cocoa powder, after heating, will act as a colloid and aid in keeping the cocoa particles suspended, if properly hydrolyzed.

Contrary to the usual concept, cocoa powder may not be handled in any old manner if it is to retain its color and flavor. It is extremely sensitive to light and moisture, so much so that a thin film will become rancid in a few minutes when exposed to direct sunlight. This is due to the oxidation of the cocoa butter and indicates the use of "light-proof" packages if powder is to be stored for any length of time. In addition, the moisture content must also be kept low for light and moisture, singly or in combination, are the worst enemies of freshness, especially where fat is concerned. A maximum of 4.5% is all the moisture that should ever be permitted, not only on account of rancidity but as a precautionary measure against mold growth. As a final precaution, cocoa powder must be maintained in storage space which is free from insect pests. If this is not done, the best cocoa powder becomes a crawling and webby mass in a short time. It is not enough to sterilize the space before placing the cocoa powder in storage. It must be examined at short intervals and re-sterilized to prevent subsequent insect infestation.

*"Food Analysis" Second Edition, page 338.



M. C. MAIL EXCHANGE

WHERE READERS SPEAK THEIR VIEWS AND QUESTIONS ARE ANSWERED

GLASSINE LINER

Thank you for your Clinic analysis of our package. It is noted under "Remarks" that you recommend a glassine liner be used. I wonder if we have interpreted this recommendation correctly? Do you advocate the use of a glassine liner completely enveloping the contents of the box? It is our practice to place a sheet of embossed glassine over the top layer of chocolates and underneath the lace.

We are very much interested in the work done by your Candy Clinic, and the constructive criticism is very helpful.—R.C.A., Massachusetts.

Reply: The Clinic suggests that you use a glassine liner which will completely go around the contents of the box. The box will then make a better appearance on opening, and the liner will safeguard against the pieces coming out of the cups.

CLINIC REPORT

Thanks for the analysis of our bar dispenser which appeared in a recent issue. Your comments on this box are very interesting. We note you make a pertinent question of our slogan, and we are changing this slogan in accordance with your inference. You make no comment on the candy, so I am sending another box for analysis by the Candy Clinic.—O. B. E.

Reply: We are glad to know that our suggestion of your slogan has been followed out. It is our understanding, too, that our suggestion of changing the counter display somewhat for better vision of your product, has also been incorporated recently, and we believe the new boxes will look better and stand up better during the time they are in use on counters. You will find an analysis of these bars in this month's Candy Clinic, on another page in this issue.

DECORATED EGGS

The writer read with interest the article in "The Manufacturing Retailer" about Easter goods, in a recent issue. In this article, Mr. Eddington states that "decorated eggs should range in price from about \$1 per lb. upward. The more time required to produce these eggs, the more you should get for them. There is a certain amount of prestige value in featuring decorated eggs in the retail shop, and while this business is not profitable in itself, you must have a little for sale and for decorative purposes merely to attract the right kind of customers for your other lines." I want to take exception to this part of the article, especially where the author states that this business is not

profitable in itself, because it has proved itself to be the most profitable end of the retail manufacturing business in Philadelphia. Of course, this prevails only throughout Pennsylvania and has taken some years to develop in its present volume. The Pennsylvania manufacturing retailer sells his decorated eggs at an average of 50c per pound, and as before stated, it is the most remunerative item he sells at any time.—H. C. N., Pennsylvania.

Reply: As written by Mr. Eddington, the statement relative to decorated eggs applies particularly to the Chicago area. We know it is true that throughout the Pennsylvania area and other areas, especially in the deep South, decorated Easter eggs are a very popular and profitable item. New Orleans, for instance, is full of Easter fruit and nut eggs just before the holiday. However, this year there seem to have been fewer decorated eggs than in former years. Your interest is appreciated.

CANDY DEPARTMENT RENTAL

We should appreciate receiving whatever information you may have at your disposal, such as copies of a research or surveys bearing on rentals in relation to sales for candy stores and for luncheonettes.—J. T. H., New Jersey.

Reply: Here is a typical case of a candy department in a store. We do not have figures for luncheonettes. One manufacturer is paying 15% on gross sales. This 15% covers heat, rent, accounting, delivery, window space and all overhead with the exception of the sales girls. Since social security taxes have come in, the manufacturer has found it better to have these sales girls on his own payroll. They are subject to store regulations, but paid by the manufacturer. Candy is carried under the manufacturer's name, so as not to lose its identity, but the cases belong to the store. The candy must be treated by the store as any other perishable item, in delivery. Often it is mailed rather than delivered by store trucks. On a footage basis, department stores figure on the average of about \$800 per lineal foot annual rental. This is one set-up. Each location has its own peculiar problem and rental set-up. Some stores in Chicago ask a straight percentage on gross sales, others require a definite space rental basis.

PEPPERMINT CANDY — HELP, HELP!

Will you kindly inform me as to where and in what year the first peppermint candy was first manufactured in this country and by whom? I refer to those round, white old-fashioned mints which every household kept on hand at all times for a great variety of purposes and ailments. Also, who made the first chocolate candy in this country?—C. C. S., Colo.

Reply: Our files contain no information upon which we can base factual replies to your queries, but perhaps there is someone among our reader family who can supply a more or less accurate history of peppermint and chocolate candies in the U. S.

Dale Gordon Steely

1867-1939

IT is an achievement of no uncertain merit to gain the pinnacle of success in any walk of life. But some men, over-anxious in their haste to scale the heights of their ambition, ruthlessly destroy all persons in their way, leaving their roads strewn with ruined careers and the seeds of hatred. Another sort of man there is, more rare however, who, as he climbs carefully and slowly toward the peak, can always find the time to lend a helping hand to his fellow-adventurers; and his path, in spite of inevitable stones and thorns, blossoms with the fragrant flowers of love and affection. With the latter few must be numbered the late Dale G. Steely, for his memory will be long cherished by many—but less from the fact that he became a supreme authority in our Industry than that he reached his goal gallantly.

Unlike most successful men, Mr. Steely would take little credit for his accomplishments. He often affirmed that he owed his happiness in life and the place he occupied in the world of affairs to his wife, to his friends, and to good luck. Those who know Mrs. Steely, whose main consideration during the 35 years of his happy married life had been his welfare and well-being, know also that he spoke the truth about her from his heart. His real friends, too,—and they were many—may have helped him on his way just as he, so often, had done to others, for he was a man whom to love was to serve. But good luck played little part (except in so far as every man is the creature of his time and environment) in building up his career, since his knowledge, which was the main source of his power, was gained by hard and conscientious work and by keeping an ever-open mind to modern forms of progress—to new inventions, and scientific discoveries and research. And there was one technical point, always embarrassing to get-rich-quick enthusiasts and slipshod workmen, upon which he was dogmatic—"Only the best is good enough!" which might, indeed, be said to have been his motto in his other walks of life also.

In order to find out "the best" in the way of confections, Mr. Steely took every opportunity to visit Candy Factories famed for their specialties, and it was difficult to mention any well-known factory in Europe that he had not seen and studied, for he became an extensive traveller, among other of

his activities. He maintained to the last that the manufacture of Confectionery should be regarded more as an Art, most favored in Europe, than a mere series of mechanical operations,



Dale Gordon Steely

more generally approved in America, but that the two could be satisfactorily combined. And in this, he was not just another theorist, even if his emphasis on 'Quality' may give that impression to the present generation, for he practised what he preached. People who have watched him at work appreciate how very practical that artist was in whatever he had set his hands and mind to accomplish, whether he was constructing intricate weaving-loom of beautiful finish, which was his speciality in his hobby of carpentry and cabinet-making, or designing the lay-out of a huge Candy Factory down to the most minute detail. It is possible to wander through the modern 'Schrafft' factory in Boston and wonder at one materialized specimen, at least, of his genius in our Industry: or one may talk with "Noel's" of Buenos Aires, Argentine, S.A., or with "Moir's" of Halifax, N.S., or with "Rowntree's" of York, Eng., or consult the Patent Records, if it is desired to learn yet further examples of the exceptional and varied ability of that great craftsman and organizer.

Another side of Mr. Steely's character — more human than technical, which endeared him to all who worked

with him or under his direction, thus incidentally contributing to his success—was his deep understanding of human nature and the personal problems that perplex even the ablest of mankind. He saw to it that the factories that he supervised should not be soulless organizations, all too common today, where the Employed are reckoned as plain numbers or considered just human enough to punch the clock. For he went out of his way to know the people with whom he came into daily contact, and, at any hour of the day or night, this busiest of men was available to all and sundry, and he would invariably find the time, when called upon, to give advice and help to the needy. And since, further, he never failed to acknowledge full and proper credit where credit was due, his assistants worked hard and willingly for him, and the many hundreds of women and men who, at some time or other during his long career, had come under his care or within the range of his genial and sympathetic personality gave always of their best in return for his unfailing justice which was tempered by a nice sense of humour. We need not, then, go to the extreme of following the modesty of the man by speaking of his "good luck" in attaining the success that was his!

Born December 2nd, 1867, in Watseka, Ill., Dale Gordon Steely lived in his native city throughout his educational years and obtained there his first job in the offices of the C. and E.I.R.R. where he learned, among the odd things that young men are apt to acquire in early employment, telegraphy. He was later transferred, because of his 'telegraphic' ability, to the General Offices of the same Railroad in Chicago, and there he stayed until a general shake-up, about 1890, caused a change of management that let out young Dale Steely as well as many others, including the President. During this period also, Mr. Steely familiarised himself, through his brother, with 'Newspaper' work which continued to interest him throughout life: and he was an omnivorous reader, but generally preferring histories and biographies, right up to the end.

After he left the Railroad, the 23-year old youth then looked around for something more interesting and less monotonous than the work he had been doing and, to our good fortune, decided upon Candy-making as a likely field. By the end of 1890, he owned a retail Candy Store in Chicago and, for the next ten years, was busy learning the elements of the Trade. About 1900, he went with Wilcox and Co., Joliet, Ill., and in 1903 he was in

Salt Lake City in another Candy Plant.

In order to gain experience, the young Dale Steely took job after job in every possible capacity in every variety of Candy "shop" in Chicago and other cities of the Middle West in the succeeding years. But so he learned his business in the one and only thorough way—from the ground up—moving from one Candy Factory to another as better positions became available and more interesting work was offered. Following those first jobs, which amounted to apprenticeship for his real work of the future, he became Superintendent of D. J. O'Brien Company's Candy Factory in Omaha, Neb. from about 1904 to 1906, and later, between 1907 and 1909, he served in the same capacity with the Smith-Kirk Candy Company in Toledo, Ohio, where his experience in organization and management was greatly increased. In 1910 he joined W. F. Schrafft and Sons of Boston, and there, during the next 20 years with that

firm, his great talents came to full bloom.

In his various capacities as Manager, Candy Expert, Inventor, Organizer, Labor Mediator, and Business Adviser that he exercised as General Superintendent, Mr. Steely's contributions to the building-up of the name of "Schrafft" in the Candy World (until, as it were, it was in the mouth of every Candy Eater) were so well known that more than one unsuccessful attempt was made to lure him away from his loyalties. He was far too intent on his job, which was to make the name of "Schrafft" supreme in the Industry, to listen to the temptors: and in this he had the full backing of the brothers George and 'Will' Schrafft. His emphasis on 'Quality', from which no argument or wild horses could drag him, was greatly responsible for his and his firm's success during his management. But, while he admitted that to make only 'Quality' goods was, indeed, his inflexible determination, he

often stated that even his best-intentioned plans could not possibly have been pushed through without the aid of loyal and willing Department Managers, Assistants and other members of the Staff or without the genuine co-operation of the Workers in the Factory. Since Mr. Steely, however, naturally or cleverly attracted to his person the reliable and those able to help him, the prime reason for his success must still rest with the man himself.

Though never a voluminous writer for the Technical Magazines because he hated publicity, his articles were notable for their clarity and careful writing — usually appearing in THE MANUFACTURING CONFECTIONER, founded by the late Mr. Earl R. Allured and now owned and edited by Mrs. Prudence Allured, Earl's widow, who remained on terms of warmest friendship with Mr. Steely until his death. In 1923, a memorable article was printed in the 'M.C.' under his name entitled "Quality Not Incompatible With Quantity Production", and at intervals of a few years thereafter contributions from his pen, mostly dealing with 'Sanitation' and 'Efficiency', appeared in the same publication. The Editorial Note published in the issue of the 'M.C.' that carried the article of 1923 is worthy of reproduction:—"Mr. Steely is one of the pioneer candy men. He has been instrumental in perfecting one of the most efficient factories in our Industry, a factory where the organization spirit is just about ideal and where quality fairly radiates from everything and everybody associated with Schrafft's."

Apart from these activities, he was continually called upon by outside Committees to advise on 'Employment Benefits', 'Labor Conditions' and other matters affecting staff and factory-workers, and his valued share in solving the many problems of 'Management Groups' and similar industrial 'Associations' is also on record, for at least one of his interests in these directions has become national in its scope.

While at "Schrafft's", Mr. Steely took out a number of patents both in his own name and in conjunction with others. Of those inventions, the most important are (1) a Continuous Cream-melting Device, making use of a double-pipe temperature-control, (2) a Continuous Egg-beater, (3) a Continuous Cacao Bean Roaster and Cooler, of which many are now in use both in America and abroad, and (4) a Device for the Elimination of Tails from Chocolate Pieces, by means of an air-blast. It was during these years, too, that he developed to a remarkable pitch of perfection the manufacture of



Dale G. Steely at His Desk at the Schrafft Plant in Boston, at the Height of His Career. Much of the Detailed Planning of This Most Modern Plant Was Done by Mr. Steely.

Cream-fondant by a special process of his own, upon which he had long been working and from which "Schrafft's" benefited considerably, and still benefits, by a superior product. The growing reputation of this process spread abroad and called him to England where Rowntree and Company, of York, consulted him in an advisory capacity.

In 1929, "Schrafft's" moved to their magnificent new factory on Sullivan Square in the Charlestown District of Boston, for the technical lay-out of which Mr. Steely had dreamed dreams for years and slaved long hours for many months while working in closest coöperation with the firm's most efficient engineering staff. At last his ambition had been achieved!—Or it would have been achieved shortly when, with the new factory in full operation, he could satisfy himself that the work had been well done and he could rest from those arduous labors while he turned his attention to still further improvements in manufacture.

Mr. Steely's old-fashioned and staunch loyalty toward his personal friends and business associates was an outstanding characteristic of this most trusting and lovable man. He did not speak of such a thing as a matter for discussion or conversation since it constituted for him not only a fundamental principle of Ethics but the basis of his invariable and immaculate code of Commercial Honour, which, to be sure, men of the 'Old School', from the highest to the lowest, used to be taught and were expected to observe. Even his more intimate friends were, therefore, surprised and puzzled—until the facts became known—to learn that Mr. Steely, at the height of his career and usefulness, had resigned his position immediately following the "Shattuck-Schrafft" merger in 1930, after 20 years' service in his Company and just as the new 'Schrafft' factory of his dreams had got into working order. As in the case of Moses, of old, who led his people safely for many years through the wilderness, it was decreed that Dale Steely also should only *look upon 'The Promised Land'*—*"I have caused thee to see it with thine eyes, but thou shalt not go over thither."*

Repining was not in Mr. Steely's make-up, and idleness out of the question for such an inveterate worker. But the depression was under way, and an outlet for his particular talents in his own country not easy to find at that time in an industry which, as a whole, was neither on the same high standard of quality that he insisted upon in the factories that he supervised nor showing any indication that it intended to better itself. Good luck entered, perhaps for the first time, into Mr. Steely's

career at this moment, for his old friend Mr. Robert Bruce Hay and the latter's associates in the Baker-Perkins Company sought and soon found an opportunity for him to utilize his unique knowledge and experience elsewhere. And then began, at the age of 63, that truly remarkable period of his career abroad, first in 1930 in South America, and then in 1933 in Nova Scotia, where, at the time of life when most men of his reputation could (and would justifiably) have been resting beneath their laurels in their own peaceful gardens, he set to work with all his old enthusiasm and skill, and once more applied himself most successfully to the reorganization and improvement of Candy Plants, at which he was so expert.

For six years Mr. Steely, accompanied by his wife, kept up those foreign activities which, to anyone who has experienced them, are notoriously exhausting even in youth and middle-age. His good work was so greatly appreciated by "Moir's" in Halifax that he was several times called upon to return after his first visit in 1933. In 1936, there was talk of another prolonged stay at "Noel's" in Buenos Aires at the Directors' request to further the improvements he had made in 1930-1931, while, at the same time also, came calls for his services from Colombia and Trinidad to "go and do likewise." But none of those offers was he able to accept owing to complications arising from a previous operation that sent him to hospital in the fall of that year.

The years 1934 to 1938 saw Mr. Steely engaged in other forms of consultation work besides those mentioned both in America and abroad. By the end of 1937, however, he was already a very sick man, and from then on he was scarcely ever free from pain. He maintained, in spite of his suffering, the liveliest interest in affairs to the end, and, after he was confined to the house, he was visited by a perpetual stream of callers from near and far bringing him news of the Industry that was his prime interest, and seeking his advice which none better could give. It did much to cheer his later days to realize how many real friends he had among his co-workers in times gone by, for scarcely a day passed without a visit from one or another of his old associates who had never forgotten him in sickness or in health.

On September 28, 1939, Mr. Steely quietly passed away at his home in Arlington, Mass.

Dale Gordon Steely is survived by his widow — his beloved Grace — his two daughters, Mrs. Fred D. Leyhe, Glendale, Cal., and Mrs. Leslie Root, Baldwinville, Cal.; two sons, Lyle K.

Steely of Arlington, Mass., and Clayton Steely of Melrose, Mass.; and by six grandchildren. To these, the closest of earthly ties now severed from a devoted husband, parent, and grandfather, all of Dale's many friends and associates in the Industry, who loved, valued, and knew the man, extend their heart-felt sympathies.—Robert Whymper

Declarations of Weight, Measure, or Numerical Count

The Department of Weights and Measures of the State of New York last month issued a regulation prohibiting the use of any qualifying phrases such as "minimum", "not less than", "average", "when packed", or a statement that the contents are "over" a certain amount, or a statement that the contents are "between" certain limits.

To comply with these rules, candy sold within the State of New York must, if the declaration is in terms of weight, be labeled, for example; "Net weight 1 lb." or "One Pound"; or if the declaration is by count, "120 count" or "120 pieces."

In view of the differences between the New York regulations and the Federal regulations, it is recommended that when the quantity of the contents of candy packages is declared in terms of weight, that weight be stated in definite terms, as "Net weight 2 oz.", and the use of such expressions as "2 oz. or over."

Under the Federal regulations it is prescribed that unless an unqualified statement of numerical count gives accurate information as to the quantity of food in the package, it shall be supplemented by such statement of weight, measure, or size of the individual units of the food as would give such information. This requirement may be met by declaring, in addition to the number of pieces, the net weight of the candy in the package exclusive of wrappers, such as "120 count, net weight 2¾ lbs."; or it may be met by a declaration such as "Contains 120 pieces weighing ½ oz. each".

While pieces of candy weighing less than ½ oz. avoirdupois are individually exempt from declaration of weight, declaration of the quantity of the contents in terms of weight or numerical count is required when a sufficient quantity of such small pieces is packed together so as to bring the net weight of the contents of the package up to ½ oz. or more. A package containing 120 pieces, each weighing less than ½ oz., therefore, may be labeled "120 count, net weight lbs.", or it may be labeled "Contains 120 pieces each less than ½ oz."



EDITORIAL

Seals of Approval

RECENTLY the Federal Trade Commission filed a complaint against one of the country's leading women's magazines, charging the magazine with misleading and deceptive practices in issuing guarantees, seals of approval, and the republication in its advertising pages of "grossly exaggerated and false claims" for products advertised therein.

There will be no attempt here to discuss the merits of the case or to pass judgment on the practice of a publication issuing seals of approval. However, the publication of these charges against a magazine does afford an opportunity to restate the policy of the *Industry's Candy Clinic* which appears monthly in *THE MANUFACTURING CONFECTIONER*.

Confectionery manufacturers have often approached us with the suggestion that the Clinic issue some sort of certificate of approval which manufacturers could use in their promotional and merchandising efforts to the public and to the distributors who handle their goods. We have never been enthusiastic about seals of approval, nor are we convinced that the issuance of such seals by this or any other publication would be to the best interests of the Industry.

Fundamentally, the Clinic was originated as a service only to the manufacturers of confectionery and is part of the general basic plan of Service upon which this publication was and is still operated. It would be foolish for the Clinic to place its seal of approval on candies, for experience in this work has shown that candies change, that candy found to be excellent this month may, through changes in policy of the manufacturer or any one of many other factors completely beyond our control, become in a short time far different candy from that first analyzed.

So that the Clinic's position may be clear to all within and outside of the Industry, here is a re-statement of the considerations which govern it, and a description of ways in which it can help the manufacturer who uses it. First, the Clinic is a service which is contributed freely to all candy manufacturers. The high regard which the Industry holds for it is attested by the volume of correspondence in our Clinic file and by the quantities of candy which are examined by the Clinic each year. Secondly, the Clinic pulls no punches, nor hesitates to commend. It "calls 'em as it sees 'em" today, not a year from now or even a month from now. In this respect it renders a tremendous service in helping the manufacturer impartially check his goods as found on the retail counter. If for instance, the Clinic finds deteriorated goods, this indicates to the manufacturer that somewhere along the line of his distribution his system of check-up of goods on dealers' shelves is not functioning properly. We've had a number of such cases.

This check-up by the Clinic is entirely impartial and reliable, simply because the Clinic does not have to be influenced by the fact that it may have issued a seal of approval on this or that goods at some earlier date.

The fundamental idea of the Clinic is to help the Industry create better goods and to help manufacturers to obtain better handling of their goods through the various channels of distribution. If it accomplishes this, the candy produced and sold will be its own best recommendation to which the Clinic's seal of approval would add little, if anything. Seals of approval have been found to have been influenced by outside pressure or promises, and when the consumer learns of this, as he now can through the many avenues open to him, the results are usually harmful to the manufacturer, his industry and to all seals of approval, generally.

Sweetest Day

THIS year there will be more universal co-operation in "Sweetest Day" than has been the case for a number of years. The addition of New York to the roster of cities which have made this day an annual event is encouraging, even though recent reports indicate that the New York plans have been greatly changed from the ambitious program first worked out, on account of recent developments in the raw material price situation, and other considerations. In Chicago the day will be observed entirely on an individual basis and not as a collective effort, according to B. L. Stein, Dutch Mill Candy Co., who was chosen chairman of the Sweetest Day committee by the retail manufacturers' group. In the Ohio territory, which is really the cradle of the "Sweetest Day" movement, there has been no curtailment of activity; in fact, plans for the observance this year are bigger and better than ever before.

There should be no lagging as regards the observance of this day. The slogan "Make Somebody Happy" places the whole "Sweetest Day" idea above the purely commercial aspects of most of the many other "days" and "weeks" with which the American public is confronted throughout the year. While basically the idea of "Sweetest Day" is to give candy a day on which it ranks above everything else in the mind of the buying public, the success of the "day" will depend largely upon the ability of the industry to keep the commercial aspect incidental and casual. This will mean, too, that the day ought to be confined to candy and not spread over the whole field of gift merchandise. It is to be hoped, too, that those cities which abandoned the cooperative observance of the "day" this year, will find it expedient to resume again next year.

THE Standard



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IMMEDIATE DELIVERY FROM WAREHOUSE IN NEW YORK, CHICAGO, SAN FRANCISCO

for October, 1939

page 25

NATIONAL

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FOOD COLORS

SUPPLY FIELD NEWS

BROCHURE ON INTERNATIONAL SUGAR TRADE ISSUED

A complete picture of the international trade in sugar, in the form of a brochure containing a map of the world giving detailed statistics on production, consumption, imports and exports for practically every country, is available to the trade, according to an announcement made by Lamborn & Co., New York. The international programs and laws restricting the natural production and flow of sugar having already been suspended because of the war situation in Europe, a new set of values and factors in sugar are being created, the evaluation of which will be greatly facilitated by this complete picture of the world sugar market.

"DRY MILK SOLIDS" ENDORSED FOR LABEL USE

Labeling requirements of the new Food and Drug law are focusing attention on names of several high grade ingredients going into manufactured foods which are, in themselves, highly misleading. "Dried skimmed milk" is a typical example. Two thirds or more of the food value of whole milk is in the non-fat solids. No such valuable foods should be handicapped by a name that appeals to unwarranted prejudice and fails to designate the product for what it really is, says the American Dry Milk Institute, which recommends that the term "Dry Milk Solids" be used to designate milk from which moisture and fat have been extracted, but which retains all other health-giving elements found in milk. "Dry Milk Solids," says the Institute, comes closest to meeting all the requirements of any name by which low-fat milk solids in dry form could be labeled, and it carries none of the stigma associated with the words "skim" or "skimmed." Manufacturers are requested to support the use of the more accurate and less objectionable term.

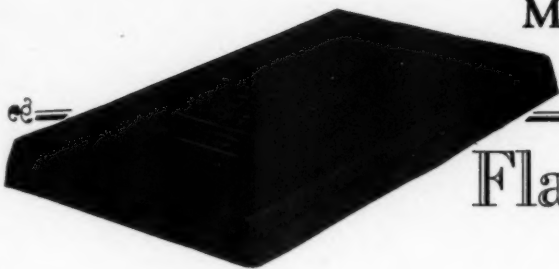
An interesting booklet of "Interesting Information about Peanuts" has been published through the cooperative effort of the Virginia-Carolina Peanut Association, Southeastern Peanut Association and Southwestern Peanut Association. The booklet contains a brief history of peanuts, description of uses, and a statement of the food value of peanuts, showing comparisons with other well-known foods.

OFFER NEW CREAM MIX

Ward Milk Products division of the Kraft-Phenix Corporation, Chicago, are in production on a new cream mix. Months of research and study have gone into this new product, it is said, and the result has been a happy blending of cream and sugars. The new mix has been produced at low vacuum temperatures, thus holding to all the practical purposes, the fine flavor and bouquet of the cream. The mix will be packed in 60-lb. kits, half barrels and barrels, and its use opens to the manufacturing confectioner and the retail-manufacturer the opportunity to create several lines of entirely new candies and to make some of the old candies of quality in a new and better way.

The new cream mix is designed especially to overcome some of the inconvenience of the old method of

THE MANUFACTURING CONFECTIONER



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handling cream and is said to enable the manufacturer to make up his candies more quickly and with less spoilage and waste. New formulae have been developed specifying the cream mix and will be offered to the trade.

W. E. Beckmann Bakers & Confectioners Supply Co., St. Louis, has purchased a four-story building at 606 S. Seventh st., St. Louis, and will shortly move to this new location.

"Reg'lar Fellers", a cartoon strip created by Gene Byrnes some 22 years ago, is being made available to candy manufacturers for promotional purposes, according to an announcement by Benjamin and Leopold Lindner, New York, who are devoting part of their time to the development of various avenues through which manufacturers may cooperate in tying up profitably with the large public following of these famous cartoon characters.

T. F. Dolan, president of the Dobeckum Company, Cleveland, Ohio, announced recently the appointment of John M. Cowan as advertising and promotion manager of the company. Mr. Cowan was formerly advertising manager of the "Cellophane" division of E. I. duPont de Nemours and Co., Wilmington, Del.

Quigley Co., Inc., New York, manufacturers of industrial specialties, recently issued a new booklet describing their product, Annite, an all-purpose cleanser widely used in industrial plants.

William Bodebender, for many years manager of the New Orleans branch office for Fritzsche Bros., Inc., New York, has retired on account of ill health. He will be succeeded by N. D. Rockefeller.

Cook Chocolate Company, manufacturers of cocoa, chocolate and allied specialties, have moved into a new plant at 1000 North Ogden avenue, Chicago. Edmond Opler, president, announced recently that the removal to this plant is the first of several major steps in the company's expanding manufacturing and sales program.

PACKAGING INSTITUTE TO HOLD FIRST MEETING

Packaging Institute, Inc., will hold its first meeting at the Edgewater Beach hotel, Chicago, on October 19 and 20. Topics of discussion are: "Motion and Time Economy in the Construction and Operation of Packaging Machinery," by Allen H. Mogensen, authority and writer on work simplification. "The Consumer Looks at Old Products in New Packaging Materials," by Arthur Erikson, director of research, Lakeshire Cheese division of the Borden Company. "The Food and Drug Act; A Packaging Forum," by J. L. Clark, chief of the central district, U. S. Dept of Agriculture. Committee on Arrangements for the annual banquet, to be held in the evening of Oct. 19, consists of H. Kirk Becker, Peters Machinery Co., Chicago; Charles L. Barr, F. B. Redington Co., Chicago; and William Loewenstein, Bauer & Black, Chicago.

CONFECTIONERS' BRIEFS

EDDINGTON IN NEW POSITION

George A. Eddington, president of the Chicago Candy Production Club and formerly associated with several retail manufacturing establishments in Chicago the latest of which was DeMet's, has accepted a position with the Howe Candy Co., Hamilton, Ontario, Canada, and already is on the job there. Mr. Eddington thus returns to a part of the country which he calls "home" by virtue of his having "grown up" in the candy business in various Canadian concerns. His articles in the Retail Manufacturers' section of THE MANUFACTURING CONFECTIONER have contributed liberally to the literature on subjects and problems peculiar to the retail confectionery manufacturing business.

John P. Garrow, confectionery sales promotion expert, has joined the firm of Chapman & Smith Co., Chicago. Paul Chapman, principal executive of the company, is a brother of Harry R. Chapman, president of the N.C.A. and chief sales executive of the New England Confectionery Company.

GEORGE ENGELKING DIES

George Engelking, president of Peerless Confection Company, Chicago, died early this month. Besides being head of the candy company, Mr. Engelking was also

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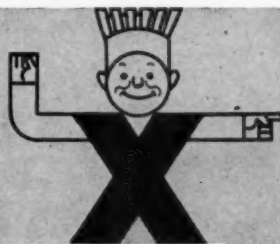
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bar chocolate, cocoa, etc. Dulcivan,
when used with cocoa and vanillin,
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The cost of Dulcivan is negligible
3c to 100 pounds of chocolate.

Send for a sample

SCHIMMEL & CO., INC.
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president of the Republic Box Co., Chicago, and was associated for more than 50 years with the Francis Beidler Lumber Co., Chicago. He was widely known for his religious and charitable activities. Surviving are his widow, a son, two daughters, a brother and a sister.

William H. Grey, long-time candy salesman and broker, died recently in Columbus, Ohio. He was active in the industry for over 30 years.

Haas & Sons, manufacturing retailer in San Francisco, Cal., recently filed a petition in Federal Court for reorganization under the Federal Banking Act. In the interim while awaiting the ruling of the court, the company has been operating by special permission under the proposed reorganization plan.

AUGUST SALES UP 10.5% OVER LAST YEAR

Manufacturers' sales of confectionery and competitive chocolate products during August, 1939, were 10.5% above the level of August, 1938, according to reports published by Director Wm. L. Austin, Bureau of Census, U. S. Dept. of Commerce. As compared with July of this year, sales were up 36.4%. This is substantially higher than the 26% increase recorded between July and August of last year. During the first eight months of this year, sales of 207 identical firms were up 2.3% from the corresponding period last year.

The Schall Candy Company, Clinton, Iowa, has entered bankruptcy and all stock, machinery and property was sold at public auction on October 10. E. C. Halbach of Clinton was appointed as receiver for the company, whose liabilities were listed at \$134,801.34, and assets at \$122,394.90.

Candy production was started on Oct. 2 by the Fanny Farmer Candy Shops, Inc., Harrisburg, Pa., in the former D. Bacon Company three-story and basement factory which was extensively remodeled during the past summer. The working force, which will eventually be increased to upwards of 100 persons, includes a number of former Bacon Company employees. Leo Tully is sales manager, and L. D. Griffiths is district manager.

William H. Hottinger, Jr., of Bowey's, Inc., addressed the dinner meeting of the New York Manufacturing Confectioners Board of Trade held at Schrafft's, New York, on October 12. Mr. Hottinger used as the basis for his remarks the article on "Compromise Settlements" which appeared in the September issue of THE MANUFACTURING CONFECTIONER.

Jacobs Candy Co., New Orleans, La., recently announced its new management set-up. The following have been named officials of the company: Roy R. Bartlett, president; Mose Jacobs, vice president; and Joseph A. Greene, secretary and treasurer.

Formation of a new corporation under the name of Helen Harrison Candy Company to engage in the manufacture and sale of candy and other foods products was completed in Columbus, Ohio, recently. The firm was granted a charter with an authorized capital of 250



The Lehmann 912 Refiner gives you

SPEED ... QUALITY ... ECONOMY

This refiner, the most modern on the market, produces an output and fineness **never before attained in a single run**. It actually does the work of two or more refiners yet operates with only the minimum amount of power. And it withstands the hardest wear because every LEHMANN Refiner is built of highest quality materials. Step up **your** production with a LEHMANN Refiner.



The Standard for Quality
in Machinery Since 1834

J. M. LEHMANN COMPANY, Inc.

Established 1834

250 WEST BROADWAY NEW YORK, N. Y.

Factory: LYNDHURST, New Jersey

WE WOULD BE
PLEASED TO GIVE
YOU A DEMONSTRATION

shares of common stock with par value of \$100 per share. Incorporators were Lois Forman, Daniel L. Donovan and Merle E. Hanson.

Mars, Inc., Chicago, recently bought a large tract of land adjoining its plant in Chicago. It is understood that the vacant plot will be used for future expansion.

Youngstown Honey Products Co., Youngstown, Ohio, has been incorporated to manufacture and market candy made from honey, the invention of Miss Nellie Stratton of Youngstown.

FTC ASKS HEAVY PENALTIES FOR CEASE-DESIST VIOLATIONS

According to Max F. Burger, secretary of the N.C.A., the Federal Trade Commission has filed a number of suits for civil penalties against firms for violating the Commission's cease and desist orders. Under the amendment to the Federal Trade Commission Act, violators of cease and desist orders are subject, if the practices are continued, to civil penalties of \$5,000 for each offense, under certain conditions. The seven suits listed in Mr. Burger's communication asked a total of \$195,000, the largest single suit involving a \$50,000 claim.

Creditors' committee has approved a plan for reorganization of the E. H. Edward Company, Chicago, and has submitted this to the Federal District Court for approval. The plan proposes to retain the present management and officers and to install a comptroller who will keep check on operations and report to the committee at regular intervals. The directorate of the company has been increased from three to seven members.

Western Confectionery Salesmen's Association will hold its 25th Annual Convention at the Hotel Morrison, Chicago, on Dec. 14 to 16, 1939, according to an announcement from the office of George E. Burleson, secretary-treasurer of the association.

Campaign Questionnaires

THE N.C.A. is surveying its membership by questionnaire to determine just what shall be the future of the Merchandising-Advertising Campaign, begun so ambitiously early in 1938. The questionnaire is designed

not only to learn the industry's attitude regarding the Campaign, but to determine, if possible, just how much concrete assistance can be obtained from the Industry, if the membership decides to continue the campaign. Only a few of the questionnaires have been returned at this writing, according to M. F. Burger, N.C.A. secretary, but early returns indicate that the Industry wants the Campaign to continue and that it will support it, not only in spirit, but with cash. If you are one of those who received the questionnaire and have not yet returned it, do so at once. The Association needs the counsel of a really representative number of manufacturers in order to determine its future policy with reference to the Merchandising-Advertising Campaign. This publication pledges its fullest cooperation in the continuation and extension of the Campaign.

SPOILAGE TOO HIGH?

Do you suffer costly losses due to mould, for example—spoilage of sugar, chocolate or other materials in storage—or because of quality variations? If improper temperature and humidity conditions are at the bottom of your difficulties—get rid of these handicaps, quickly and permanently, with Sturtevant Air Conditioning.

Let us show you how we have solved these and other similar problems for Eatmor Chocolate Company, Louis Sherry, Inc., Hardy Bros. Candy Co., Life Savers, Inc. and other concerns in the confectionery industry. Our 75 years of air conditioning experience are at your service.

The Cooling and Air Conditioning Div. B. F. Sturtevant Company
HYDE PARK, BOSTON, MASS.
Atlanta Camden Chicago Greensboro Los Angeles New York

Sturtevant
Air Conditioning

FOR BETTER PRODUCTS AT LESS COST

for October, 1939

page 31

VANILLIN



Interior of Factory
WISCONSIN, U.S.A.

LIGNIN VANILLIN, C. P.

Guarantee yourself an uninterrupted source of supply of Vanillin for your products.

LIGNIN Vanillin is made entirely from native American materials.

Requests for sample's on your firm's letterhead will be promptly answered.

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Cobee Brand Hard Fats

Highest quality hard coconut butters with low and moderate melting points. They give smooth centers and fillings; Even creaming; Delicious consistency. Try them for Caramels, Nougats and general center requirements.

Write for specifications, samples, etc.

WECOLINE Products, Inc. BOONTON, N.J.
Sales Offices NEW YORK... CHICAGO... BOSTON



RUM

A "tang-y" crisp flavor for your HARD CANDY & CREAM WORK

Cool weather is the period when bracing flavors appeal. You will be pleased with the results from this flavor.

Write For Working Sample

James B. Long & Company, Inc.
Chicago New York
233 West Erie St. 415 Greenwich St.

QUALITY CHOCOLATE COATINGS

HOOTON CHOCOLATE COMPANY

339-361 NORTH FIFTH STREET, NEWARK, N. J.
ESTABLISHED 1897

SALESMEN'S SLANTS

C. RAY FRANKLIN, Broadcasting from Liberty

WELL, readers, here I am back with you after an issue or two's absence. I hope you have missed me. I have missed you, but the truth of the matter is I am a farmer now in the true sense, I always have been in appearance, but running a chicken farm in addition to running around for orders keeps one busy, if you ask me, and the hens have not been doing so well now that eggs are down. Being a farmer, I feel I am in even a better position to keep you advised as to weather conditions, etc., than ever before so you can really depend upon my forecasts as concerns the Middle West from now on. No foolin'.



The weather has continued warm in the Middle West, and September just closed was a dandy. I have seen many shipments of chocolate goods that were ruined by the heat and will be a loss to the factory. They were shipped early in September, and boy, did we have some heat? Well, you know we did. Too bad the factories rush goods out each fall too early and then stand a loss. It has cooled off now and although it is very dry in most of the territory for Fall plowing, no doubt we will get some moisture so that they can get in their fall wheat before the snow flies.

The jobbers are slow to realize there is a war on, and it is hard to make them understand that if it continues, there will be higher prices. One thing low sluggish prices do, and that is to dull a jobber's mind to a point where he cannot think straight. After he has set the price, etc., for a year or so, he cannot visualize the possibility of a manufacturer sitting in the position of a seller once more, not a trader. It is the job of every
(Turn to page 39, please)

CONFECTIONERY BROKERS

DONALD A. IKELER

2029 E. Main Street
KALAMAZOO, MICHIGAN
Territory: Michigan

GENERAL BROKERAGE CO.

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Territory: Louisiana and Mississippi

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P.O. Box 3040—Sta. "A"
EL PASO, TEXAS
Territory: Texas, New Mexico and Arizona

The "WHY" of GOOD PACKAGE DESIGN?

Quality Alone Does Not Sell

WHEN we use the word "package," we deal with something of fairly recent origin, perhaps a few centuries old and beginning in a simple market wrapping for an article which was sold or bartered, the wrapping probably made of fabric. But if we use the word "container," we open at once a much larger field, a field embracing vessels of endless variety as to form, materials, uses and appearances, and beginning with time itself, possibly as a wrapping made of rush or a pot made of clay.

The container class also includes, historically, a myriad of items made for a purpose, but often sold without contents, the latter supplied by the purchaser out of home manufacture or from other sources. Yet in our daily use of the word "container" in business, this may mean paper wrapping, tin box, glass bottle, pasteboard carton, wooden case, silk bag, clay jar, and any of these may be of any imaginable size, shape and color.

In this article our prime interest is in that form of container which is generally sold filled, and more specifically, filled with candy. This brings out the real emphasis which should interest the maker of any product sold in a container, namely, the relation of the package to the goods from the standpoint of utility, quality and appearance.

What Makes a Package Outstanding?

Modern industry has made a working principal of quality manufacture, of efficient handling and transportation, of sanitation and speed. In doing so, it has only reflected the trend of the day. Life, approached from any angle, health, earning power, education or any other, has worked out its requirements everywhere along the lines we find so closely adhered to by industry. Of these developments, the package has been a practical embodiment representing protection of the goods, cleanliness and convenience in handling and transportation, and all of this is in terms of quality production, quick delivery and minimum price for quality.

What is the primary attraction of a good package? If the package in your hand is an empty one, what considerations regarding it will interest you? You may be selling tumblers packaged in a half dozens standing upright in cartons; your product may be safety pins on a card, a dozen cards in a box, possibly five or six sizes a dozen each, all in one carton; your product may be perfume or soap, cheese or fish, nuts or candy, all requiring containers that are special to their purpose. But if the container in your hand is empty and you do not see the product, nor can handle it, smell it, taste it, or

visualize any of these sensations, what must be your basis of judgment?

Considered practically, you read the print, there may be a picture of the product on the package and, judging the container, you can readily see the utility of it with regard to its size or volume of contents, its convenience in packing or display, its resistance to wear from handling, its ability to deliver the contents safely and "untouched by human hands." But these remain practical elements and we could easily produce a package satisfying all these requirements and still have nothing more appealing than any number of candy or biscuit boxes, vegetable tins and cosmetic jars that may be called to mind by brand names and that can be seen in scores of shops in serried ugliness.

Quality Rarely Sufficient To Sell An Article

Assuming that many people know your product by name, you may readily say, "quality is my reputation—the public knows my goods by its name and the name implies quality." Very good, but what is to prevent the manufacture of two products actually alike in ingredients, in quality and of the same grade? Certain special conditions might make a difference in price feasible, despite this identical quality, but at the same time certain other purely trade conditions well known to all manufacturers or merchandisers will also come into play and enforce an equal price level regardless of all other considerations.

We come then to the more general circumstances when numerous packaged products, more or less of one quality and price, clamor for public attention. This plainly is the territory in which most products must compete, and experience has shown that quality of contents, unaided, is rarely sufficient to sell the article, at least in desirable volume. Nor do we lose sight of the fact that advertising usually breaks a way for a new product, so that the unaccustomed form of package may have easier traveling. But even then, remembering the emphasis upon "memory value" and all that, we have yet to bear in mind the much greater efficiency of "eye value" brought into play at the actual time of purchase, when the advertisement is not within reach, its arguments and proofs only partly remembered and perhaps only the product or brand name recalled. It is then that the package must tell its own story. And in the package field it is always a buyer's market, food and other laws notwithstanding.

The package problem, then, comes down to two primary factors; first, that the package, wrapper or container becomes literally a part of the product which it conveys to us; and second, that the package must compete against

other packages just as products do, and in certain lines or price ranges, must do this practically without regard to the merit of the contents.

By the first of these, the unity of contents and container, the public has often suffered. When the standard volume container first came into general use, the blandishments and doubtful grace of a pleasant exterior were too frequently counted upon to beguile or befuddle a purchaser, who found out too late that color and shiny paper, large roses, blue ribbon and a false bottom did not convert cocoa shell into chocolate coating. In actual number of misdemeanors committed against an unsuspecting and gullible public one may venture to doubt that any other source of injustice could be credited with a higher score than the dishonest package. The law stepped in and brought us some assurance of fair weight or volume and also, of ingredients. The statement on a label or package as to these items now stands as a sort of contract between maker or seller and purchaser.

How Thoroughly Does Package Represent Product?

But even then there is a further consideration. You have now, by our account, achieved a container which is honest, useful, clean and convenient. These are considerations on your side; but from the customer's viewpoint, despite these advantages, the package may still be unappealing, not distinctive; it may still be ugly. There is ample proof on any retail store's shelves. The question, then, is not only how much of the contents value may be credited to the wrapping, but also, how thoroughly does the container represent the product. An ugly package, or even an unattractive package, cannot adequately represent a good product, be it peanut brittle or incandescent bulbs, raisins or rubber heels. A product of high quality likes to keep good company, and a good package indulges it to that extent. But give a good product a poor container, and sooner or later it will be judged by the company it keeps. Close competition is in the lash that makes even the simplest staples seek a becoming exterior. Conversely, the public being fully impressed with the extent of competition among packaged products, is apt to regard as good the contents of a package which looks good.

This statement is usually met with the response, "What does the public know?" The simple answer is that the proof may be brought from every industry, from every period of time, from every walk of life, to show that man has always preferred better things and has first valued objects on the basis of their "eye value." Museums, homes, cities, your clothing, everything used, worn, lived in, or enjoyed, bears out that statement. To be sure, the best judgment in such matters grows out of the best information and training. Taste or culture are not to be bought by the quart. But it is also true that in the mature mind, all other things being equal, the better-looking object instinctively receives first consideration.

It is so in hats or rugs, in bottles and boxes of all kinds.

Another thing. Suppose your product is identified with a package of a certain type by which it has been known for years. The package may be ugly, and the manufacturer takes the attitude, "A poor thing, but mine," meanwhile maintaining his pride in the quality of the contents. To this there is but one answer. Henry Ford made 15 million Model T cars. Why not more? Consult sales figures, and the reason becomes apparent.

One does not continue to risk huge plants on a product selling less every year. Yet the Model T. Ford was a standard product, it had done its work well, it had become practically a necessity in American life. But it was ugly. In view of changing tastes in motor car lines, there was but one thing to do at the Ford plant. That was to re-design. Today's Ford is a far cry from old Model T, but it's still a Ford.

Design Must Indicate Product Characteristics

In the design of a package we begin with the basic requirements characteristic of design in any form of industrial art, be it street lamp posts, watch chains, or candy jars. These must do their work well, and be good-looking, too. The practical considerations of utility, size, weight, volume, protection, cleanliness, convenience, must be given an appearance that is good in itself and characteristic of the product. A package may not overpraise its contents nor yet underrate them, which is worse; it cannot improve its contents, but it can greatly reduce their merit; it can make a product move rapidly, but it can also and as readily make it spoil on the shelves. Which is not meant to imply that a package must be "artistic" in the sense characteristic of "art pillows" or "art lamps." If any design must be so labeled, we may construe this as its own best argument for removing it from the class of well-designed objects. The more generally used the object, the more daily in its significance to us, the greater is the need for having it well designed. "Dailiness" certainly applies to packages.

The package designer approaches his problem with full knowledge of all practical requirements, especially of the product itself, and then seeks to produce a package which will at once impress you with the quality of the contents, the standard adhered to in its ingredients, or in the service it is made to perform, and at the same time please you in itself as a well-appearing thing. Simplicity and restraint as to choice of materials, form, color, lettering—these are elements of great importance. Appropriateness of all these things to the product is the best consideration, so that a box made for hand-dipped "home-made" chocolates could not serve for candy corn. And in this reasoning the designer never loses sight of the all-important fact that good design may reside in paper as well as in paint, in printing as in pottery, in wood as in tin, in stone as in silver; that flimsiness of material or the fact that it will soon be discarded does not reduce the value or the need for good design therein; that good design has nothing to do with precious materials or with high prices and does not thrive on them; that good design signifies dignity and conveys the impression of quality; that good design has character and inspires the beholder with its caliber rather than its cleverness.

When you package your product, you wrap up your good name, your promise of service, your guarantee of quality as well as a pound of candy. Are these things worth a good package? The era of well-designed containers is here; on all sides old products appear in new garb. There must be a reason. Containers are responding to the general improvement in public taste; they must fall into line and meet the improved demand; they must be better designed. The well-designed package is the best argument for the contents it carries, for in every line it is design, first and last, that sells the goods.



THE *Manufacturing* RETAILER



What Makes CARAMELS "STAND UP?" A Plausible Theory— Is It The Right One?

"CARAMEL" has two distinct meanings — first, burnt sugar, and second, that particular type of confection about which we're going to speak in this article. This double meaning has been the unfortunate cause of much confusion in the popular mind where there is a tendency to associate caramels with burnt, or "caramelized" sugar.

The confectionery industry gives the name caramel to a confection which owes its chief characteristics to the caramelization of a milk product used in its manufacture, and only partly to the cane sugar which cannot help but burn with the milk. Thus, the predominating flavor of the caramel is that of slightly burned milk, and not sugar, as is commonly supposed. This flavor is in practice usually modified by the addition of other flavors such as vanilla, chocolate, strawberry and even licorice and other exotic flavors.

Richness of the milk flavor depends both upon the amount of butterfat which the piece contains as well as upon the source from which it is obtained. Fresh sweet cream is generally recognized as the best source, although its high cost encourages the employment of cheaper sources in which the butterfat is more readily handled and stored. As a result, where fresh cream is not available, or its use is restricted by economic consideration, creamery butter and powdered cream are employed with varying degrees of success. So far as the manufacturing retailer is concerned, however, he should, because his batches are smaller and because he is catering to a very definite "class" trade, not substitute for fresh cream.

A large part of the caramel flavor is contributed by milk solids other than fat, and the final result is influenced as much by the source from which these are obtained as by the source of the enriching fat. In practice these are derived from fresh milk, condensed

milks of various kinds, powdered whole milks, and the popular intermediate product—caramel paste.

Whether the caramel is to be dipped; sold coated, cut and wrapped; or whether it is to be used as a coating for some other type of center, it must possess the very important property of "standing up." That is, it must retain over extended periods of time the shape and forms given it at the time of manufacture, and must not sag or collapse when exposed to ordinary, normal weather conditions.

This seems to be the problem which perplexes candy makers the most, and this discussion will, by a process of elimination, attempt to determine the source from which the "hold-up" ability of caramel may be derived. Since caramel is made up of milk products, sugars, corn syrup, fats and flavoring materials, we can eliminate one of these at the very outset, and that one is flavoring materials, as the amounts in which they are present are too small to have any bearing upon the matter of "hold-up."

Sugar, and its break-down product, invert sugar, cannot retain the amount of moisture which is present in the average caramel (about 10% to 12%) and still hold any given form alone. That would seem to eliminate sugar.

What about corn syrup? Might it not be its colloidal constituent, dextrin, which gives caramels their ability to stand up? There might be a genuine temptation to ascribe that property to this ingredient were it not for the fact that excellent caramels can be made without the use of any corn syrup whatsoever. Dextrin may assist in imparting viscosity or "body" to the mass, but it hardly is the ingredient which makes it stand up.

If we use hard fat such as hydrogenated peanut stearine or a high-melting coconut butter, it is possible to produce a caramel which will stand up successfully under fairly severe weather conditions. This is one way out of the difficulty, although where substantial amounts of these

SPEAKING OF SAVING...

... IF YOU ARE HAND WRAPPING WITH CELLOPHANE



HERE you see the Peters Cellophane Sheeting and Stacking Machine that automatically cuts rolls of cellophane into sheets and stacks them for use. It takes rolls from 2" to 24" wide and will cut lengths from 3" to 28".

No operator is required... switch stops machine when it is filled with sheets.

For cutting to register with printed materials, an Electric Eye Attachment is furnished.

Why not save 15 to 25% by purchasing cellophane in rolls and cut your own sheets? Write for complete information on this inexpensive, fully automatic machine. No obligation.

PETERS MACHINERY CO.

4700 Ravenswood Ave.

Chicago, Ill.



**ALWAYS
DEPENDABLE**



IDEAL

WRAPPING MACHINES

The satisfaction of KNOWING that their wrapping machines will give EFFICIENT, UNINTERRUPTED SERVICE AT ALL TIMES is just one reason why candy manufacturers the world over prefer IDEAL Equipment. These machines, suitable for both large and small manufacturers, are fast, always de-

pendable and economical. The SENIOR MODEL wraps 160 pieces per minute; new HIGH SPEED SPECIAL MODEL wraps 325 to 425 pieces per minute.

Both machines are built for the most exacting requirements and carry our unqualified guarantee.

Write For Complete Specifications and Prices

IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y. - - - U. S. A.

fats are used, the taste of the finished caramel is not up to a very good standard.

Our process of elimination has thus brought us up to a closer inspection of the milk solids as the source of the ingredient which is so vital to the caramel's structure. Of the many useful components of whole milk, two give promise of being able to furnish the necessary backbone to caramels. One is albumen and the other is casein. However, we find that albumen is present in only very minute amounts and is coagulated and rendered ineffectual long before the caramelization temperature is reached. Thus, while it, like the dextrin of corn syrup, may give it "body," it cannot have any great influence upon the cohesion of the caramel in its finished form.

Only the casein remains, and it is apparently this little considered jellying agent which performs the all-important job of holding the caramel together, at least so far as the confectionery industry is concerned. Casein is perhaps the most interesting of the protein colloids. Volumes have been written about its functions in cheese-making and its many technical applications all the way from paper sizing to its most recent application in plastics, but for some reason or other, its usefulness in candy has been ignored in technical literature.

Heat alone does not coagulate casein (as it does albumen) in cooking the milk product to produce a caramel. However, when colloidal solutions are sufficiently concentrated and then cooled, the colloid tends to form a solid jelly which holds in suspension a goodly amount of water. We can, therefore, picture a caramel as a casein jelly, thickened by the addition of sugars, dextrin, etc., and holding in an emulsified state, milk fat and any other fat which may be present. To the casein must then be ascribed a double function—the jellying agent for the entire mass, and the emulsifying agent for the inherent fats. It would seem then that the property of casein determines the value of this ingredient in holding up the structure of a caramel.

Most candy makers and others familiar with gelatin know that gelatin solutions of the same concentration may have greatly different jelly strengths. This same is most likely true of caseins. In the opinion of experienced candy makers, fresh, unsweetened, whole condensed milk imparts the highest stand-up quality of any milk product. It is considered far superior to sweetened condensed of the usual 8% standard, and also to powdered milks regardless of the process by which they are produced. This preference is probably due to the fact that in this particular milk product the casein remains closest to its original colloidal state.

During recent years several products have appeared on the market consisting of dry colloidal mixtures of casein with vegetable fats, such as coconut butter, cottonseed, etc. Certain of these compounds have been shown to possess remarkable powers for imparting jelly strength to caramels, largely because of the colloidal condition of the casein. That such products have not made greater headway can probably be attributed to the scientific indifference of the confectionery industry. The development of a colloidal solution of casein in coconut butter may eventually prove to be as much of a step in



**CHRISTMAS STOCKINGS
AND
NETTINGS**

WRITE FOR SAMPLES AND PRICES

JAMES THOMPSON & CO., INC.

112 Prince St. — NEW YORK
125 W. Hubbard St. — CHICAGO



the history of caramels as the application of gelatin was to marshmallow.

The secondary function of fat in caramels is, in addition to its contribution to the richness of the caramel flavor, the function of lubricating. It is the fat which enables you to chew caramels without having them stick to your teeth. It also is the fat which enables the candy maker to cut caramels by machine. For this reason, the fat used in caramels must have the proper melting point, for if the melting point is too low, it will separate from the caramel on hot days. If it is too high, it will refuse to melt in the mouth readily and will remain, instead, as a pasty, unpalatable residue after the main body of the caramel has dissolved. In addition to a melting point which is neither too low or too high, the fat must have a softening point which coincides with its melting point.

The sugar used in caramel work is chiefly determined by its cost. For very high-priced caramels, honey or invert may be employed in combination with cane. For medium and low-priced caramels, corn syrup is generally used. It would be difficult to produce a satisfactory caramel using cane sugar alone, inasmuch as the protective action of the casein is insufficient to prevent grain- ing. Hence, it is necessary to have some other agent present, such as an invert or the dextrin in corn syrup, to perform this important function.

Is this theory concerning which ingredient of caramels gives them their ability to stand up, the correct answer? The writer frankly confesses that it is a theory only, and would welcome hearing what other candy makers or confectionery technicians have to say about it.

FRANKLIN—

(Continued from page 32)

candy salesman, as I see it today, to enlighten the jobber as to what he may expect in the event the war continues. And if he is successful in doing this, the jobber can make some money, and so can the salesman and manufacturer, as business will surely forge ahead and furnish the alert jobber an opportunity to make some money if he has the merchandise.

I saw Otis Longbottom a few days ago. Otis is Vice President of the new Candycraft Factory at Minneapolis, Minn. He said he went to a party the other night with a buyer of Irish decent who had his son along. During the course of the evening the Irishman said to his son, "Don't stay after you get drunk. When those candles look like four, you better start for home." The boy replied, "We had better start now, there's only one."

What do you think of the one Russell Copeland of Burlington, Iowa, gave me a few days ago? Papa Glowworm "Now children, as we fly through the dark woods, don't, for goodness sake, turn on your lights, for fear the bad owl will get you." Little Glowworm—"But daddy, when I gotta glow, I gotta glow."

In conclusion will say, don't drive too fast. Better be a minute late and get there.

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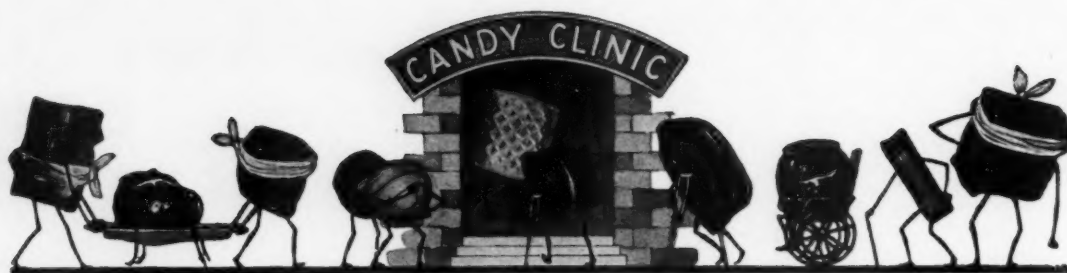
BOX LINERS

DIE CUT SPECIALTIES

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THE INDUSTRY'S CANDY CLINIC

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

SMALL PACKAGE CANDIES

CODE 10139

Love & Kisses—12 ozs.—29c

(Purchased in a drug store,
Boston, Mass.)

Appearance of Package: Good.
Size: Good.

Container is made in the shape of a flower pot; filled with chewy kisses wrapped in wax paper; outside wrapper of blue cellulose.

Kisses:

Colors: Good.
Texture: Fair.
Flavors: Fair.

Remarks: Suggest formula be checked as kisses had started to "run", also need considerable more pulling on hook. Flavors were spoiled by a strong fat or oil taste. Suggest that a better quality of oil or fat be used as kisses leave a bad taste in the mouth. We doubt if the consumer would eat a second piece. The novelty idea is good but package will repeat only if the quality and manufacturing of the kisses is improved.

CODE 10239

Chocolate Peanut Butter Cups—

1 1/4 ozs.—5c

(Purchased in a drug store,
Boston, Mass.)

Appearance of Packet: Good.
Size: Good.

5 Paper cups containing light chocolate and peanut butter wrapped in a gold and red cellulose wrapper.

Chocolate:

Color: Good.
Gloss: Fair.
Taste: Good.

Center: Peanut Butter: Good.

Remarks: A good eating piece of chocolate and peanut butter. One of the best packets the Clinic has examined for some time.

CODE 10339

Coconut Whip—2 1/2 ozs.—5c

(Purchased in a cigar store,
Boston, Mass.)

Appearance of Package: Good.
Size: Good.

Bar is a coconut paste and layer of vanilla marshmallow coated with dark chocolate.

Wrapper: Piece is wrapped in amber cellulose put into a folding box, printed in red and buff.

Coconut Paste: Good.

Marshmallow: Not up to standard.

Coating: Good.

Remarks: The combination of coconut and marshmallow is good but suggest the marshmallow formula be checked as it is too much like a custard. A good coating for a 5c bar. If marshmallow is improved this should be a good 5c seller.

CODE 10439

Assorted Fudge—1 lb.—60c

(Purchased in candy store,
Asbury Park, N. J.)
Sold in bulk.

Contents: Plain Vanilla fudge, Vanilla nut, Chocolate nut and Chocolate marshmallow.

Plain Vanilla and Vanilla Nut:

Colors: Good.
Texture: Good.
Taste: Good.

Chocolate Marshmallow:

Color: Good.
Texture: Good.
Taste: Good.

Chocolate Nut:

Color: Good.
Texture: Good.
Taste: Good.

Remarks: A good eating fudge but a trifle high priced at 60c the pound.

CODE 10539

Jellied Fruit Slices—1 lb.—80c

(Purchased in tea shop,
Asbury Park, N. J.)
Sold in bulk

Colors: Good.
Texture: Good.

Flavors: Fair.

Remarks: Slices are well made but flavors could be improved. Suggest that a good emulsion made from fresh fruits be used. Name of Fruit Jellies is misleading as slices did not contain any fruit. Very high priced at 80c the pound. 30c to 40c the pound is the average prices for jellies of this kind.

CODE 10639

Coconut Patties—3 for 25c

(Purchased in a candy store,
Asbury Park, N. J.)
Sold in bulk

Colors: Good.
Texture: Good.

Flavors: Good.

Remarks: Patties were well made and good eating. Suggest more coconut be used as cakes were very sweet. The consumer prefers candies that are not too sweet.

CODE 10739

Whipped Cream Chocolates— 1 lb.—39c

(Purchased in a dept. store,
Chicago, Ill.)

Appearance of Package: Good.

Box: Two layer, full telescope, white printed in red and gold, cellulose wrapper.

Appearance of Box on Opening: Good.
Number of Pieces: 25.

THE MANUFACTURING CONFECTIONER

Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Fair.
Taste: Good.

Centers:

Chocolate Creams: Good.
Vanilla Creams: Good.
Maple Creams: Good.
Pink Cream: Lacked flavor.

Assortment: Entirely too small.

Remarks: Suggest that assortment contain at least eight to ten kinds of creams. Suggest also that box be made smaller as the bottom would not pass the new law in regard to number of square inches for a pound of candy.

CODE 10839

Assorted Chocolates—1 lb.—25c

(Purchased in a department store,
Chicago, Ill.)

Appearance of Package: Fair.

Box: Two layer, buff color printed in brown cellulose wrapper.

Appearance of Box on Opening: Bad.

Number of Pieces: 24.

Coating: Dark.

Color: Good.
Gloss: Badly bloomed.
Strings: Fair.
Taste: Fair.

Centers:

Nougat: Good.
Nut Cream: Fair.
Vanilla Caramel: Fair.
Orange Cream:
Favor: Good.
Cream: Fair.

Peanut Taffy: Good.

Walnut Cream: Hard and dry.

Cherry Cream: Hard and dry.

Light Coated Pieces:

Vanilla Sponge: Grained.
Almonds: Good.
Vanilla Cream: Fair.
Raspberry Cream: Good.
Solid Cup Nut Chocolate: Good.
Pistachio Top Fudge: Hard and dry.
Vanilla Cream: Hard and dry.
Nut Jelly: Good.
Maple Cream: Fair.
Pink Nougat: Good.
Mint Cream: Good.
Plantation: Fair.
Fruit Fudge: Poor.
Cellulose wrapped Caramel: Grained.

Assortment: Good.

Remarks: This box ordinarily sells for 50c but being in poor condition, was sold for 25c. It would be best for the manufacturer to take this type of candy back. The consumer would not buy a second box if the first box was in the condition of this box.

CODE 10939

Toffee in a Canoe—10 pieces—5c

(Purchased in a department store,
Chicago, Ill.)

Appearance of Package: Good.

Size: Good.

Toffee is wrapped in colored wax wrappers and stood up in a light board canoe, printed in colors.

CANDY CLINIC SCHEDULE FOR 1939

The monthly schedule of the Candy Clinic is listed below.
When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Salted Nuts; Chewy Candies; Caramels

MARCH—Assorted One-Pound Boxes of Chocolates

MAY—Easter Candies and Packages; Molded Goods

JULY—Gums and Jellies; Marshmallows

AUGUST—Summer Candies and Packages; Fudge

SEPTEMBER—Bar Goods of all types

OCTOBER—Home Makes: 5c-10c-15-25c Packages Different Kinds of Candies

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Toffee:

Color: Good.
Texture: Good.
Taste: Good.

Remarks: This is the best 5c novelty that the Clinic has examined this year. Very attractive and well planned for a 5c novelty, candy is well made.

CODE 101039

Hard Candy Pops—4½ ozs.—10c

(Purchased in a drug store,
Chicago, Ill.)

Appearance of Package: Good.

Size: Good.

Box: Folding, playtime scene in colors, cellulose wrapper.

Colors: Good.

Flavors: Good.

Remarks: A neat and attractive box of Pops, cheaply priced at 10c. The best package of Pops that the Clinic has examined this year at this price.

CODE 101239

Smoker's Set—15c

(Purchased in a railroad depot,
Chicago, Ill.)

Appearance of Package: Good.

Size: Good.

Box: One layer, contained a chocolate pipe foiled, box of matches with spring novelty; package of sugar cigarettes.

Quality of Candy: Fair.

Remarks: This is a good novelty, well put up and should be a good seller at 15c. Chocolate pipe was made of a very cheap grade of chocolate. Cigarettes were good.

CODE 101139

Scotch Ball Candies—1 lb.—40c

(Purchased in a candy store,
Hoboken, N. J.)

Sold in bulk

Piece is a small ball. This ball is made on a drop machine.

Colors: None, some were pulled and some were clear.

Texture: Good.

Flavors: Good.

Remarks: Suggest these pieces be wrapped in wax paper or moisture proof cellulose as they were all stuck together and partly grained.

CODE 101339

Old Fashioned Chocolates—

6 ozs.—10c

(Purchased in a drug store,
Chicago, Ill.)

Appearance of Box: Cheap looking.
One layer, white printed in blue.

Appearance of Box on Opening: Fair.

Coating: Dark.

Color: Fair.

Gloss: None.

Taste: Fair.

Centers: Tough, dry and very cheap flavor.

Remarks: Candy of this quality should not be on the market. This candy does not compare with some that retail at 20c the pound.

CODE 101439

Chocolate Caramel Roll—

2 ozs.—5c

(Purchased in a drug store,
Chicago, Ill.)

Appearance of Package: Good. Inside wax and foil wrapper, gold and blue

paper band outside.

Size: Good.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a good eating caramel roll, well made, neatly wrapped.

CODE 101539

Sugar Mints—3 ozs.—5c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good. Printed cellulose bag.

Size: Good.

Color: Good.

Texture: Good.

Flavor: Could not taste any.

Remarks: Mints are not up to the standard as they were tasteless. This type of candy is not good eating unless it is well flavored.

CODE 101639

Walnut Taffy—3 ozs.—3 for 10c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good. Printed boat, cellulose wrappers.

Size: Good. 20 pieces wrapped in printed wax paper.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A large looking 5c number, neatly packed. The Clinic has examined this package a number of times and always has found it of uniform quality. Cheaply priced at 3 for 10c.

CODE 101739

Hard Candy Tidbits—3 ozs.—10c

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of Package: Good. Glass jar, red screw cap, gold and blue seal.

Size: Good.

Colors: Good.

Stripes: Good.

Gloss: Good.

Flavors: Good.

Remarks: Suggest that cost be checked up as to profit. There can be but very little profit, if any, on a jar of this size that retails for 10c.

CODE 101839

Home Made Specials— 11 ozs.—50c

(Purchased in candy store, San Francisco, Calif.)

Appearance of Package: Good.

Box: One layer, printed in light tan, black, blue and green cottage and garden scene, cellulose wrapper.

Appearance of Box on Opening: Good. Green and white glassine cups used.

Contents:

Light chocolate covered piece:

Coating: Good.

Opera Creams:

Color: Good.

Texture: Good.

Taste: Good.

Pecan Cream:

Color: Good.

Texture: Good.

Taste: Good.

Chocolate Fudge:

Color: Good.

Texture: Fair.

Taste: As if scrap was used.

Nut Nougat:

Color: Good.

Texture: Good.

Taste: Good.

Vanilla Caramel:

Color: Good.

Texture: Good.

Taste: Good.

Cellulose wrapped Chews:

Colors: Good.

Texture: Good.

Flavors: Good.

Cellulose wrapped Assorted Nougats:

Colors: Good.

Texture: Good.

Flavors: Good.

Cellulose wrapped Caramel and

Marshmallow:

Colors: Good.

Texture: Good.

Flavors: Good.

Fruit and Nut Jellies:

Colors: Good.

Texture: Good.

Flavors: Weak.

Marshmallow and Mint Jelly:

Color: Good.

Texture: Good.

Flavor: Good.

Marshmallow and Jelly coated with

Iced coating:

Color: Good.

Texture: Good.

Flavor: Weak.

Foil wrapped Nougat: Good.

Cellulose wrapped Caramels:

Color: Good.

Texture: Good.

Flavors: Good.

Assortment: Good.

Remarks: Suggest some of the flavors be checked up as a number of pieces lacked flavor. The chews could be cooked a trifle harder as they stuck to the wrappers. Box was neatly packed and was attractive.

CODE 101939

Chocolate Covered Fudge Bar— 1½ ozs.—5c

(Sent in for Analysis)

Appearance of Bar: Good. Wrapper gold printed cellulose.

Size: Small.

Coating: Light: Good.

Center: Chocolate nut fudge.

Color: Good.

Texture: Too dry.

Taste: Good.

Remarks: While bar had a good taste, the center was too dry and hard. Suggest formula be checked as quality of raw materials was good, but center was not cooked right.

CODE 102039

Chocolate Covered Maple Pecan

Bar—1½ ozs.—5c

(Sent in for Analysis)

Appearance of Bar: Good.

Size: Small.

Wrapper: Gold and blue printed cellulose.

Coating: Light: Good.

Center: Maple pecan cream.

Color: Good.

Texture: Too hard.

Taste: Good.

Remarks: Formula for cream center needs checking up as cream was very hard. Quality of the raw materials was good.

CODE 102139

Chocolate Covered Chocolate

Pecan Paste Bar—1 oz.—5c

(Sent in for Analysis)

Appearance of Bar: Good.

Size: Small.

Wrapper: Paper backed gold printed foil.

Coating: Light: Good.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: While bar is very small the quality is good and the bar is good eating.

CODE 102239

Assorted Chocolates—1 lb.—19c

(Purchased in a 5c & 10c store, Chicago, Ill.)

Appearance of Package: Good.

Box: Two layer extension type, white printed in blue and gold, cellulose wrapper.

Appearance of Box on Opening: Fair.

Number of Pieces: 40—3 foiled, 2 Jordan Almonds.

Coating: Light.

Color: Fair.

Gloss: None, bloomed.

Strings: Hardly any.

Taste: Very cheap.

Centers:

Vanilla Cream: Fair.

Pink Cream: Could not identify flavor.

Grained Chew: Tough and tasteless.

Maple Cream: Fair.

Raspberry Cream: Lacked flavor.

Vanilla Caramel: Hard, tough and tasteless.

Yellow Cream: Rank flavor.

Peppermint Cream: Fair.

Grained Hard Candy: Tasteless.

Jordan Almonds: Fair.

Assortment: Too Small.

Remarks: Coating, workmanship and center were of the cheapest kind. After the consumer purchases a box of candy of this quality it will be a long time before he will buy any kind of candy at any price.

Candy WRAPPERS • CARTON DESIGN



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CODE 102439
Home Maid Chocolates—
1 lb.—50c
(Purchased in a candy store,
Chicago, Ill.)

Sold in bulk.
Coatings: Dark and light: Fair.
Centers:
Chocolate Cream: Good.
Pink Cream: Could not identify
flavor.
Yellow Cream: Could not identify
flavor.
White Cream: Could not taste any
vanilla.
Remarks: Chocolates are not up to the
standard of this priced candy.

CODE 102539
Chocolate Sugar Cigarettes—
12 pieces—10c
(Purchased in a department store,
Chicago, Ill.)

Container: Folding box, printed cellu-
lose wrapper printed red to make box
look like a popular brand of real
cigarettes.
Cigarettes:
Color: Good.
Texture: Good.
Flavor: Fair.
Remarks: This should be a good 5c
novelty as package has size and is
attractive looking.

CODE 102639
Salt Water Taffy—1 lb.—25c
(Purchased in a nut shop,
Asbury Park, N. J.)

Appearance of Package: Good.
Box: Full telescope, white printed in
green and black cellulose wrapper.
Appearance of Box on Opening: Fair.
Finger shaped pieces wrapped in
printed wax paper.
Colors: Good.
Texture: Too soft.
Flavors: Fair—see Remarks.
Remarks: Taffies had a decided grease
taste as if too much fat were used.
Flavors are not up to standard, some
were rancid. Suggest taffy be cooked
harder.

CODE 102739
Assorted Maramalades—
1 lb.—49c
(Purchased in a candy shop,
Asbury Park, N. J.)

Sold in bulk.
Colors: Good.
Texture: Good.
Flavors: Fair.
Remarks: Jellies were well made but
flavors are not up to standard. Sug-
gest that a better grade of flavor be
used. Candy is high priced at 49c
the pound. This type of candy retails
at 30c to 40c the pound.

CODE 102839
Assorted Chocolates—1 lb.—50c
(Purchased in a candy store,
Asbury Park, N. J.)

Sold in bulk.
Box: Folding, not fancy packed.
Number of Pieces: 32.
Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Fair.
Taste: Good.

Contents:
Half dipped pieces open top:
Molasses Coconut: Good.
Vanilla Brazil Caramel: Good.
Chocolate Caramel: Good.
Cashew Patties: Good.

Coated Pieces:
Vanilla Caramel: Good.
Apricot Jelly: Good.
Vanilla Buttercream: Good.
Peppermint Wafers: Good.

Assortment: Good.

Remarks: One of the best 50c the pound
chocolates that the Clinic has ex-
amined in some time. Very good
coating for this priced candy and
centers were of good quality.

Official Bulletin
of the
International Office
for
Cocoa and Chocolate

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30 belgas

PACKAGING CLINIC

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MACHINERY FOR SALE: 1 Forgrove foil wrapping machine; 1-24" Bausman Spindle Decorator. Both in excellent condition; reasonably priced. Address J10398 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St. Chicago, Illinois.

MACHINERY FOR SALE: Bausman Decorator No. 3 for 24" Enrober, makes imitation hand strings automatically: 1 Bausman Chocolate Refiner with 2 chocolate Mixing Kettles connected: A Rose Twist End Wrapping Machine for caramels or hard candy, capacity 750 pieces per minute, rectangular shape: 1 Six Ft. Ball Cream Beater Racine Make: 2 250-lb. Chocolate Remelt Kettles, belt drive; 1 Hand Roll center machine made by Harry L. Friend, plates 10 x 14", 5 sets of plates for different shapes: Chase Candy Company, St. Joseph, Missouri.

FOR SALE: Light specialty food manufacturing business for sale. Good opportunity. Address H8396 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

MACHINERY FOR SALE: One four pot Conge, steel bottom \$300; One six foot Chaser \$400; One three roll Triple Mill, dia. 36" \$300 f. o. b. a Pacific Coast port, crating extra. All manufactured by National Equipment Co. Splendid condition. Address G7397 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

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MACHINERY FOR SALE: For immediate disposal: One simplex Gas Cooker, two kettles; one 4 x Frick Ammonia Compressor with high side, automatic controls, 15 feel coils, 7½ HP motor, equipment complete; One 14 foot Conveyor, 2 HP motor. Can buy at your price—Must have the space. This machinery located in East. Address F6392 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

FOR SALE: 1 Dugan Popcorn Machine in excellent condition. The machine has a capacity of 30 lbs. of Popcorn per hour and was only in service for three months. Will sacrifice for immediate sale. Address E5391 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

FOR SALE: One Package Machinery Automatic Cough Drop Packing and Wrapping Equipment. For further details write G7395 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

MACHINERY FOR SALE: Two 18" gas stoves one DC blower. One Model F1 Simplex flat bag making machine. One coconut shredder. Two four-pot and two—three pot tables, each pot 10" diameter by 6" deep for fifty pounds steam pressure. One Dern Cutter with 24' metal tunnel. One 6' York Batch Roller, DC motor, Eighteen nougat pans 12"x32". Address C3399 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Ill.

MACHINERY FOR SALE: Burkhard Vacuum Cooker; 600 lbs. Capacity; complete with steam pump. Recently reconditioned by Burkhardt. \$450.00 crated. Address F63915, THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

FOR SALE: One National Equipment Rotating Packing Table, complete with motor. Like new. Address F6396 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

MACHINERY FOR SALE

MACHINERY FOR SALE: Racine Pop machine with penny moulds. Four ton ice machine. Gas furnace with blower and motor. Hard candy tables with metal tops. Slab rods. Sell or trade. H. L. Feldman, 2500 W. 25th Street, Cleveland, Ohio.

MACHINERY FOR SALE: For sale Bunn tying machine. Cross way and single combination. In perfect condition. Harry L. Diamond, 1411 S. Michigan Avenue, Chicago, Illinois.

FOR SALE: One Rex Cream Center Maker Type C. Cap. 60 lb. fondant, 56 pieces. Price to quick buyer \$100 cash. Address C33913 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison Street, Chicago, Illinois.

FOR SALE, complete modern candy plant located in Cambridge, Mass. Must dispose, at sacrifice, of entire plant, including machinery, equipment also real estate (can be purchased or rented very cheap). Ready for operation with all necessary equipment for making a complete line of caramels, fudge, hard candies, chocolate coated goods, marshmallows, nougats, etc. All modern machinery in excellent condition, some of which has been installed in the last year.

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